

USING PRINT MEDIA: MAGAZINES

Magazines allow advertisers to reach a particular target audience with a high-quality presentation.

Pros and Cons of Magazine Ads

The Pros

- Flexibility.
- Color.
- Authority and believability.
- Permanence.
- Prestige.
- Audience selectivity.
- Cost efficiency.
- Selling power.
- Reader loyalty.
- Extensive pass-along readership.
- Merchandising assistance.

The Cons

- Lack of immediacy.
- Shallow geographic coverage.
- Inability to deliver mass audiences at a low price.
- Inability to deliver high frequency.
- Long lead time.
- Heavy advertising competition.
- High cost per thousand.
- Declining circulations.

Possibilities with Magazines

1. Bleed -- Colors, type, or visuals that run all the way to edge of page.
2. Cover Position -- Advertising space on the front inside, back inside, and back cover pages of a publication. It is usually sold at a premium price.
3. Junior Unit -- A large magazine advertisement (60% of page) placed in the middle of a page and surrounded by editorial matter.
4. Island Halves -- Half-page of magazine space that is surrounded on two or more sides by editorial matter. It is designed to dominate a page and is, therefore, sold at a premium price.
5. Insert -- Ad or brochure, which the advertiser prints and ships to the publisher for insertion into a magazine.

6. Gatefold – A magazine cover or page extended or folded over to fit into the magazine. It may be a fraction of a page or two or more pages and is always sold at a premium price.
7. Custom Magazines - Magazine-length ads that look like regular magazines but are created by advertisers. They are sold at newsstands and produced by same companies that publish traditional magazines.

Magazine Categories: Content

Consumer Magazines -- Purchased for entertainment, information, or both and are edited for consumers who buy products for personal consumption.

Examples: *Time, Sports Illustrated, Glamour, Good Housekeeping*

Farm Publications - Directed to farmers and their families or to companies that manufacture or sell agricultural equipment, supplies, and services.

Examples: *Farm Journal, Progressive Farmer, Successful Farming*

Business Magazines – The largest category of magazines. They target business readers and include trade publications for retailers, wholesalers, and other distributors (EX: *Bakery News*). Also included are business and industrial magazines for businesspeople involved in manufacturing and services (EX: *Electronic Design, American Banker*). Professional journals for lawyers, physicians, architects, and other professionals are also in this category.

(EX: *Archives of Ophthalmology*)

Magazine Categories: Geography

Local City Magazine - Magazines are produced by most major cities. Their readership is usually upscale, professional people interested in local arts, fashion, and business.

Examples: *San Diego Magazine, New York, Palm Springs Life*

Regional Publications - Magazines targeted to a specific area of the country. National magazines sometimes provide special market runs for specific geographic locations. This allows advertisers to buy a single major market.

Examples: *Sunset, Southern Living*

National Magazines - Magazines that are distributed throughout a country.

Examples: *TV Guide, Nature, AARP The Magazine*

Magazine Categories: Size

Size classification	Magazine Example(s)	Approximate size of full-page ad
Large	<i>Life</i>	4 col. x 170 lines (9 3/8 x 12 1/8 inches)
Flat	<i>Time, Newsweek</i>	3 col. x 140 lines (7 x 10 inches)
Standard	<i>National Geographic</i>	2 col. x 119 lines (6 x 8 1/2 inches)
Small or pocket	<i>Reader's Digest, TV Guide</i>	2 col. x 91 lines (4 1/2 x 6 1/2 inches)

Magazine Circulation

Magazine advertising rates are based on circulation.

- Rate base is the circulation figure on which the publisher bases its rates.
- Circulation audit is a thorough analysis of the circulation procedures, outlets of distribution, readers, and other factors completed by companies, such as the Audit Bureau of Circulation. It is paid for by magazine publishers to verify circulation figures. Directories, such as those published by Standard Rate & Data Service (SRDS), feature the logo of the auditing company in each listing for an audited magazine.
- Guaranteed versus Delivered Circulation
 - Guaranteed circulation is the number of copies the publisher expects to circulate. It assures advertisers they will reach a certain number of people. It is often stated safely below the average actual circulation.
 - Delivered circulation is the number of magazines sold through subscriptions and newsstand sales.

Magazine Circulation: Consumer

Readership = Total Circulation

Primary circulation represents the number of people who buy the publication, either by subscription or at the newsstand.

Secondary (or pass-along) readership is and estimated, determined by market research, of how many people read a single issue of a publication. The magazine is read but not purchased. It is very important to magazines because some magazines have more than 6 readers per copy.

Subscription and Vendor Sales – The ratio of subscriptions to newsstand sales is important to media buyers. Subscriptions account for majority of magazine sales. Newsstand sales indicate that the purchaser really wants the magazine and is not merely subscribing to it out of habit. This accounts for approximately 34 percent of total revenues.

Magazine Circulation: Business Readership

Vertical publication covers a specific industry in all its aspects.

Example: *Restaurants & Institutions* for restaurant and food-service operators

Horizontal publications deal with a particular job function across a variety of industries. It is very effective advertising vehicles because offer excellent reach and are well-read.

Example: *Purchasing* for people working in purchasing management

Paid and Controlled Circulation

- *Paid circulation* indicates the recipient must pay the subscription price to receive the magazine and is, therefore, more likely to read a publication.
Example: *Business Week*
- *Controlled circulation* occurs when the publisher mails the magazine free to individuals, who the publisher thinks can influence the purchase of advertised products. Subscription lists includes dues-paying members of organizations and those who indicated in writing a desire to receive the magazine based on their profession.
Example: *Corporate Video Decisions*

Magazine Circulation: Added Value

Added-value services are provided to regular advertisers.

- Special free promotions to stores.
- Marketing services to help readers find local outlets.
- Response cards that allow readers to request brochures and catalogs.
- Help handling sales force, broker, wholesaler, and retailer meetings.
- Advance editions for the trade.
- Research into brand preferences, consumer attitudes, and market conditions.

The effectiveness of advertisements can increase if editorial, circulation, and readership are strong.

Other value-added options may include using a magazines':

- Custom publishing, editorial, and production knowledge.
- Customer databases.

- Tools in the development of videos, books, and guides that create added value for the brand.

Reading Rate Cards

Magazine rate cards follow a standard format.

- Helps advertisers determine costs, discounts, mechanical requirements, closing dates, special editions, and additional costs for features like color, inserts, bleed pages, split runs, or preferred positions.

Dates that affect magazine purchases:

- *Cover date* is the date printed on the cover.
- *On-sale date* is the date the magazine is actually issued.
- *Closing date* is the date all ad material must be in the publisher's hands for a specific issue.

Rates

- Cost per thousand (CPM) is the cost to reach 1000 people based on the magazine's rates for a one-time, full-page ad

$$\text{Page Rate} \\ (\text{Circulation} / 1000)$$

Reading Rate Cards

Discounts are negotiated by more than half of all magazines.

- *Frequency discounts* are based on the number of ad insertions, usually within a year.
- *Volume discounts* are based on the total amount of space bought during a specific period.
- *Cash discounts* (usually 2 percent) are offered to advertisers who pay right away.
- Discounts for consecutive pages (usually 4+) in a single magazine issue.

Premium Rates

- Magazines charge extra for special features.
- Color normally costs 25 to 60 percent more than black and white.
- Bleed pages can add as much as 15-20 percent to regular rates.
- Second and third cover rates (the inside covers) typically cost less than the fourth (back) cover.
- Different rates charged for *geographic editions* (target geographic markets) and *demographic editions* (reach readers, who share a trait, such as age, income, etc.)